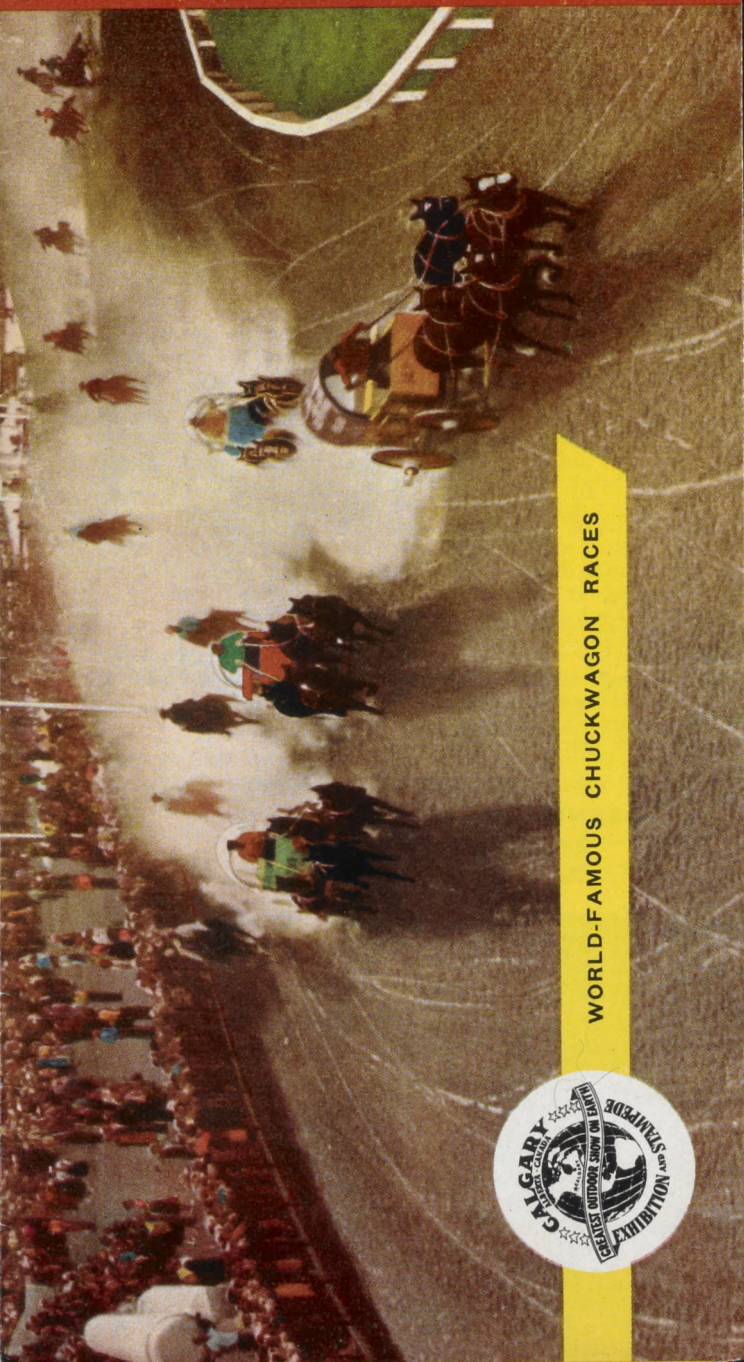


Calgary

1960 ANNUAL

40-

EXHIBITION & STAMPEDE



WORLD-FAMOUS CHUCKWAGON RACES



IT'S A

WILD AND WOOLLY WESTERN WEEK !

... when the wagons roll and the horses buck ... and the race ponies run like prairie fire ... and a man's skill is measured by his speed in saddling an untamed bronc or in milking a wild cow ... when Indians chant their age-old ritual songs and square dancers do-si-do in the streets ... and when all over it's 100 acres the big Stampede Grounds echo to the happy noise of more than half a million patrons !



CALGARY—THE STAMPEDE CITY

Just where the foothills start their climb to the Canadian Rockies, and just 200 miles north of the International Boundary, at the junction of the Bow and Elbow rivers, there's Calgary! You can reach it from the north, south, east or west by all-weather paved highways, or by transcontinental railways, or by major air lines. An international airport is within the city limits.

In the heart of the cattle ranching country, Calgary is a natural setting for an event such as the Stampede, and most of the Cowboys who compete here are recruited from Southern Alberta, though competitors are drawn from all parts of Canada and the United States.

THE WORLD-FAMOUS CALGARY EXHIBITION AND STAMPEDE

... is a six-day program of competitive events in which cowboys duplicate the rigorous every-day tasks of range and ranch life. All events are contests — no exhibition ride is permitted, and every one taking part must pay an Entry Fee. As nearly as possible, the skill of the cowboys is tested as it was in the early days when great herds of cattle and horses roamed the prairie, and a man's ability was measured by his mastery of the fierce and unbroken spirit of the wildest horses, steers and bulls. To test their skill and to make a bid for the rich Cash Purses and Trophies offered them, cowboys and rangemen from all parts of Canada and the United States and even Australia, travel many miles to Calgary.



ACCOMMODATION IS PLENTIFUL . . CONTACT THE ACCOMMODATION BUREAU IN FRONT OF THE C.P.R. STATION ON ARRIVAL IN CALGARY



MORNING DOWNTOWN DISPLAYS

The Old West is at its brilliant colorful best each morning Tuesday, Wednesday, Thursday and Friday of Stampede week when the streets of the downtown business section are roped off to automobile traffic, and at 9 o'clock cowboys, square dancers, singers and hillbilly musicians move in for three hours of impromptu entertaining. Ranch cooks serve you flap-jacks from the battered stoves on the tail gate of their chuck wagons; the lively chatter of square dance callers invites you to grab the prettiest girl in sight and swing your partner . . . and squeeze box and guitar beguile you to harmonize on an old-time Western tune. Old-fashioned horse-drawn vehicles are used to carry many Calgary visitors from the station to their hotels as well as taking many for a short drive through the friendly, fun-filled downtown streets.



- MOUNTED POLICE
- INDIANS
- PIONEERS
- COWBOYS
- COWGIRLS
- ARMED FORCES
- BANDS
- FLOATS
- YOUTH SECTION
- SQUARE DANCING
- CLOWNS
- NOVELTY SECTION



Giant Street Parade, Monday 9 a.m.

The greatest annual spectacle of its kind in the world! Colorful and authentically Western, it is paced to the music of 28 marching bands, and led by a section of the famous "Riders of the Plains", the Royal Canadian Mounted Police. Tribes of Indians—chiefs, braves, squaws and papooses in their finest bead-encrusted native dress — and pioneers, old-timers and cattlemen — who opened up this vast country — follow, along with cowboys and cowgirls, chuck wagons, and decorated floats. This parade is viewed yearly by more than 120,000 spectators who line the six-mile route hours before the start.



ENJOY DOWNTOWN SHOPPING IN A WESTERN ATMOSPHERE





GRAND PARADE OF INDIANS

Tuesday, Wednesday, Thursday Mornings, Indians from the three tribes camped on the Exhibition Grounds — the Stonys, Blackfoot and Sarcees — parade through the business district, stopping at principal points and in front of hotels for various ceremonies. All are mounted and dressed in native costumes of buckskin, beads and feathers. A different tribe parades each day, following its own definite route.

INDIAN VILLAGE

... Is located at a grassy, park-like spot surrounded by shade trees located right on the Exhibition Grounds. Here specially chosen Indian families of the Blackfoot, Sarcee, and Stony Indian tribes live, eat and sleep for the entire week. Their 33 gaily colored and decorated teepees face the "Sun Tree" — a large, natural tree centering an elevated platform — where the Indians perform their native dances to the beat of tom-toms.



SPECIAL! CHILDREN'S DAY

At 9 o'clock on Friday morning a unique attraction — the School Children's Livestock Review — is staged in front of the grandstand. Champion animals from various livestock classes of the Exhibition are paraded before children attending, and a running commentary gives the highlights of each. A number of vaudeville acts are presented to round out the three-hour program. All school children under 14 years of age are admitted free to the grandstand and grounds on Friday morning, and a draw is made for many valuable awards donated by Calgary's business men. Adults are charged admission to the grounds.

SATURDAY MORNING ROUND-UP

Saturday Morning the fun and entertainment is transferred from the downtown streets to the Exhibition Grounds in front of the grandstand.

At 9 o'clock a full two-hour program of entertainment begins. It includes about four heats of the famous Chuck Wagon Races, North American Cutting Horse contest, and other Western events.

A small admission fee is charged for the stands, but there are no reserved seats.



PLAN TO VISIT WATERTON, BANFF & LAKE LOUISE JASPER NATIONAL PARK

Visit Canada's famous mountain resorts, only a short distance from Calgary and reached on the trans-Canada highway, they offer the most marvellous mountain holiday ever — with golf, fishing, boating, camping and horse-back riding.

AFTERNOON PERFORMANCES IN FRONT OF THE GRANDSTAND

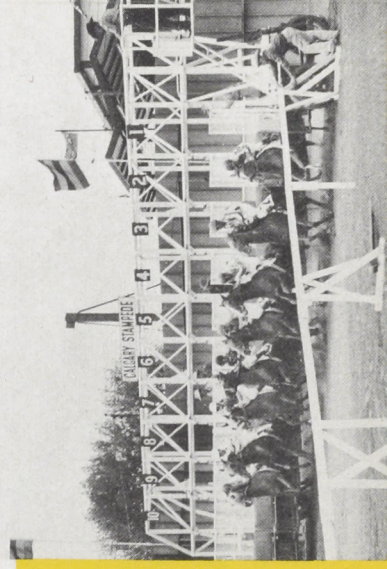


STARTS MONDAY AT 1:30 P.M. AND CONTINUES THROUGH SATURDAY . . . with the Grand Entry when all Cowboys parade — mounted in the centrefield. Music for this colorful and interesting event is provided by an outstanding marching band. Championship cowboy contests for North American titles follow the Grand Entry and parade.

WILD COW MILKING — This is a two-man-team event, one man a mounted roper and the other on foot to do the milking. A barnyard milking job is a garden party compared to the task of roping and holding a wild, bawling range cow and extracting one inch of milk into a bottle, and then racing on foot to the judge's stand.

BRONC RIDING — The saddle and bareback bucking horse riding are two of the main feature events in the afternoon program, and top riders from all over North America are entered. A one-hand event, the rules oblige the cowboy to keep "raking" fore and aft and, at the same time, keep his balance. Horses in this event are well worthy of attention: they are all outlaw broncs and are the best of the bucking stock.

BOYS STEER RIDING — This event was included in Stampede program to encourage young farm and ranch boys to follow in the skills of their range-riding fathers and grandfathers. Judging by the number of entries by young cowboys, and by the interest of the spectators, this is one of the Stampede's popular afternoon events. Contestants are permitted to hold the rope with two hands.



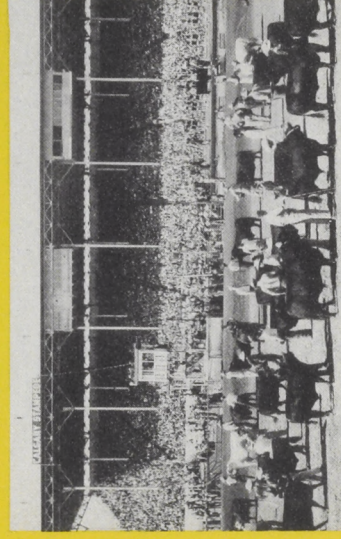
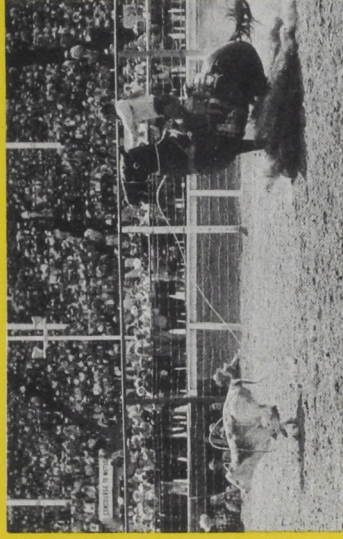
CALF ROPING — A well-trained Cow Pony and a cowboy who can drop his rope slick and clean have the best chance in this event. The cowboy must chase and rope his calf, jump from the saddle and — while his horse holds the rope tight — grab the calf, throw it and tie up three of its legs with a "piggin'" string. The cowboy signifies completion of this work by throwing up his hands. This is a timed event, and any undue roughness or "busting" a calf while roping carries seconds of penalties on the time. A mounted judge or flagman follows this event for infractions.

STEER DECORATING — Galloping at full speed down the Arena, the decorator has to leap from his horse, grab the steer by the horns and slip a rubber band with a red ribbon over the horn. The cowboy making the fastest time is winner. The steer's horns are nobbed to save injuries and to make the horn-size standard. Coming out of the pen the steer gets a six-foot start on the rider, but the contestant is assisted by a "Hazer" who keeps the steer close to the rider.

WILD HORSE RACE — At a given signal, 16 wild plunging broncs are let loose from the chutes, and a three-man team attempts to subdue each. One cowboy holds the rope while the other two try to saddle the bronc; if they succeed, one of the men mounts the horse and rides him — bucking and fighting — over the finish line. The first one in is the winner.

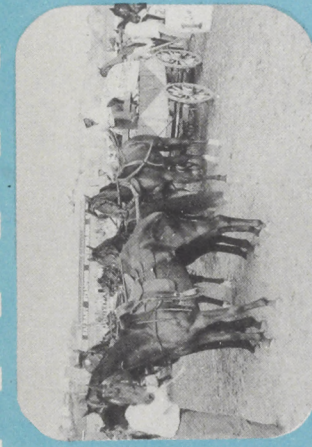
BRAHMA BULL RIDING — The Brahma Bull riding event with loose rope and bell is one of the most dangerous rodeo competitions. To qualify for prizes, the rider must remain aboard the beast for eight seconds after it charges out of the chutes. He can dismount then — but he still has to get out of the way of the fighting, infuriated bull. Clowns are used to distract the bull's attention while the cowboy makes his escape.

HORSE RACING — Running horse races begin Saturday, July 9th, starting at 2 p.m. in front of the Grandstand. Seven races at half-hour intervals are featured on Saturday and on every afternoon of Stampede Week, July 11th to 16th. Pari-mutuel betting is permitted.



LIVESTOCK EXHIBITION

A full entry of Western Canada's finest livestock — cattle, horses, sheep and swine — are on display in the Livestock and Horse Barns on the Exhibition Grounds. The barns are always open for inspection, and herdsman are glad to explain the finer points of the stock to visitors. Judging takes place in the mornings and afternoons in the judging rings of the Agriculture Building.



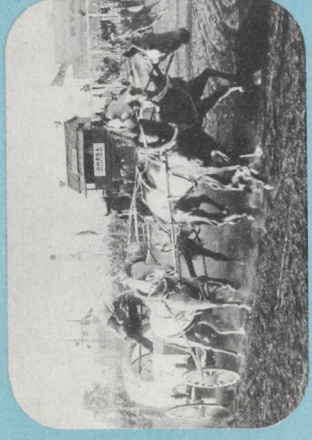
High-spirited horses and high-hoped cowboys tense in the last seconds before the "go" signal sends them whirling through an intricate figure-eight manoeuvre . . .



... which is an attempt to duplicate the traditional ceremony of breaking camp on the range. Some wagons never manipulate this barrel-marked start . . .



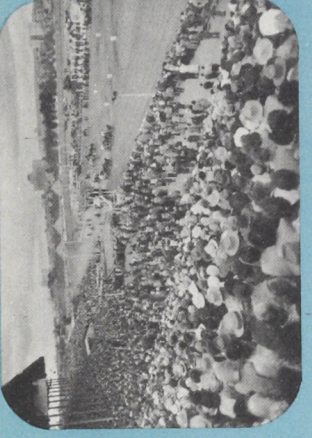
... and crack up before they reach the half-mile dirt track. Others may complete the desperate lunge for the track . . . only to hit three wagons abreast.



Here, powered by the pounding hoofs of horses sensing the urgency of the race and piloted by a driver who holds eight reins — and his life — in his hands . . .



... the chuck wagons leap and lurch their perilous way to the finish line while close behind, almost hidden in the swirling dust, pound the outriders.



For those who reach the finish line the reward is rich—richer even than the purses awarded: the applause of 30,000 spectators, mad with excitement and cheering with one voice!

EVENING PERFORMANCES



Her Majesty Queen Elizabeth, with her Consort Prince Philip, Duke of Edinburgh — enjoying the Chuckwagon Races at the 1959 Calgary Exhibition and Stampede.

STAGE SHOW

Every evening, following the exciting chuckwagon races, the Calgary Exhibition and Stampede presents a glittering star-studded stage extravaganza in front of the Grandstand, featuring selected musical, novelty and comedy acts by the top names in the entertainment world.

The evening performance is brought to a spectacular climax by a brilliant and colorful fireworks display . . . bringing to an end the most unforgettable entertainment experience of your life.

WORLD FAMOUS CHUCKWAGON RACES

Calgary's own, and the rodeo world's most thrilling races, are held nightly in front of the Calgary Exhibition and Stampede grandstand and are witnessed nightly by a crowd of more than 30,000 persons filling all available grandstand and bleacher seats and standing room.

These are the world famous Chuck Wagon Races, patterned after the impromptu contests held at round-up time on the prairies when the chuck wagons of each ranch raced to be first to serve their men with "grub". More than 30 outfits enter this fantastic race, vying for prize money of \$21,250 and awards of costly trophies. The event is run with four outfits to a heat, and eight or nine heats are required to complete a race each night. Each outfit consists of a regular "range" Chuck Wagon, with bows and canvas top, back drop and stove, and is driven by a skilled and daring driver. Each wagon is pulled by a four-horse team, and is followed by four mounted outriders. As the race starts, the outfits are "camped" in the centrefield, and at the starting signal they break camp, load the stove, the fly and the poles,

INDIAN RACES

Inter-tribal Indian races over a half-mile course are run on Tuesday, Wednesday, Thursday and Friday evenings in front of the grandstand. There are no more than 12 entries, and only Indian-owned cayuses are raced.

GIANT MIDWAY

All the color and excitement of the Royal American Show's Midway is another big feature of the Calgary Exhibition and Stampede. This is considered the most modern, best lighted and best equipped Midway ever to show at any fair grounds in America, and provides exciting rides, shows and games open till midnight. Special rides and attractions for youngsters are included.

mount their horses, cut the figure "8" around their own two numbered barrels in the centre-field, and hit the track to make a half-mile circuit.

Only the most skillful driver can manoeuvre his outfit around such a course, keeping his wagon clear of his own outriders which trail him, and avoiding crashes with competing wagons and outriders. Time is taken from the word "go" until the outfit crosses the finish line, and the judges assess penalties for infraction of the rules which are added to the race time.

The Chuck Wagon races as run in Calgary are Calgary's own and cannot be witnessed at any other rodeo anywhere. Each evening the outfits are drawn in different heats and against different drivers, and total time is added for each heat, the finals being held on Saturday when the 12 outfits having the fastest time during the week race for final money.

Large cash prizes are presented for the best dressed and most colorful outfits, and for the outriders who have the least penalties assessed against them.

ADMISSIONS:

GRANDSTAND RESERVED SEATS

Afternoons — \$2.00 and \$2.50

Evenings — \$2.50 and \$3.00



BIG FOUR EXHIBITS BUILDING

The interesting new architectural design of this \$1,775,000 Exhibits Building and the fact that it houses outstanding exhibits makes the Big Four Building a special point of interest. The multi-purpose building, which is used as a 24-sheet curling rink in winter, is named for the four ranchers who founded the Calgary Exhibition and Stampede; their cattle brands decorate the exterior.

EXHIBITION FEATURES

- Agriculture Exhibits of farm implements and road-making machinery. • Commercial and Industrial Exhibits. • Fine Arts and Handicrafts including oil paintings, water colors, and photography. • Women's Hand Crafts. • School Work Exhibits. • Indian Handicraft including elaborate bead work.

All these exhibits are open free to the public.

MAKE YOUR PLANS NOW!

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CALGARY EXHIBITION & STAMPEDE LTD.

MERVYN A. DUTTON, President

CALGARY - ALBERTA

M. E. HARTNETT, General Manager

CANADA

1960 ANNUAL Calgary

EXHIBITION & STAMPEDE

JULY 11 - 16, 1960

MAKE YOUR TICKET RESERVATIONS EARLY:

